



CITY OF SAN ANTONIO  
**NEIGHBORHOOD & HOUSING  
SERVICES DEPARTMENT**

# Neighborhood Engagement Strategy

Culture & Neighborhood  
Services Council  
Committee  
April 5, 2021

Verónica R. Soto, FAICP  
**Director**





# BACKGROUND

- January 7, 2021, staff provided a briefing to the Culture and Neighborhood Services Council Committee
  - Neighborhood Engagement Unit
  - Community Engagement Concepts
- February - Strategy Development
- March –Focus Groups & Community Conversations feedback on Engagement Concepts
- April – Presentation on Community Driven Strategies







# CONCEPTS & FOCUS GROUP FEEDBACK



**Resident Connect**



**President Power Hour**



**Neighborhood  
Mentorship Program**



**Neighborhood Leaders  
Quarterly**



**Developer Roundtable**



**Neighborhood  
Engagement  
Stakeholder Group**



**Community  
Partnership League**



**Less meetings to  
attend**

**Enhanced workshops and  
training opportunities for  
community leaders**



**Increased accessibility  
to information**

**Engagement opportunities  
with City Leadership**





# ENGAGEMENT STRATEGY AREAS

## Community Engaged Learning

Helping residents build capacity within their neighborhoods and develop a heightened understanding of City services and resources available



## Community Engaged Messaging

Helping increase communication and customization of information received by residents



## Community Engaged Conversations

Enhancing opportunities for resident and neighborhood feedback and collaboration between residents and the City





# Community Engaged Learning



## Neighborhood Leadership Academy

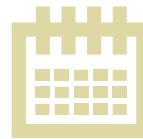
Program designed equip residents with the knowledge, network, and skills to be effective neighborhood leaders



March-Fall 2021



City Residents



## Neighborhood Mentorship Program

Program provides mutual benefit to participants seeking guidance on the structure and governance of their association



May 2021



Association members



## Neighborhood Engagement Webpage

A technology solution to provide neighborhood resources in a centric space



Ongoing



City Residents



# Community Engaged Messaging



## Resident Connect\*

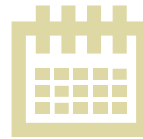
A technology solution for enhanced community engagement, with a resident-centric approach



Fall 2021



City Residents



## Neighborhood Engagement Brief

Weekly newsletter featuring neighborhood centric announcements, tips, and events



Weekly



City Residents

\*GPA & ITSD LEADING CONCEPT DEVELOPMENT



# Community Engaged Conversations



## Neighborhood Leaders Quarterly

Leadership program that promotes the development of community leaders



May 2021



Community organizations,  
neighborhood associations, HOAs,  
educational institutions non-profits



## Neighborhood Engagement Stakeholder Group

Sounding board for development and execution of engagement concepts



July 2021



Associations, community orgs,  
residents, business owners, & others



## Community Conversations

Community dialogue centered around a specific topic



As-needed



City Residents



# Community Engaged Conversations



## Community Partnership League

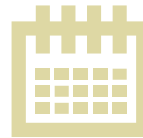
Working with community partners to maximize the collective impact



June



Community Partners



## Developer Roundtable\*

Open dialogue opportunity to enhance communication and education between developers and residents



August



Residents, Developers

\*CONCEPT REQUIRES FURTHER ASSESSMENT





**Neighborhood Engagement Brief**



**Neighborhood Engagement Resource Webpage**



**Community Conversations & Focus Groups**



**Neighborhood Leadership Academy**



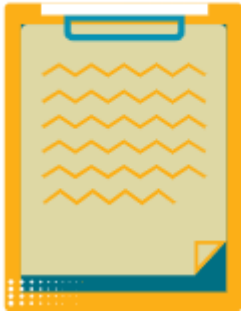
**How To Guides**

# Neighborhood Engagement Toolkit

**Now available!**



# WE WILL CONTINUE...



**Curating Surveys &  
Expanding the Toolkit**



**Hosting Focus Groups &  
Community conversations**



**Attending Meetings**



# NEXT STEPS



Extend Open  
Invitation to  
Participate

Continue Rollout of  
Engagement  
Strategies in May



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